

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, AUGUST 21, 2008
7:30 PM

1. CALL TO ORDER AND ROLL CALL

Chairman Wetzork called the meeting to order at 7:30 p.m.

Present: Chairman Wetzork. Commission Members: Dahlberg, Lindsey, Milgram, Ryan, Schmitz (arrived at 7:40 p.m.), and Zuppan (arrived at 7:39 p.m.)

Absent: Bonta

Vacancy: (1)

Staff: Eric Fonstein and Rosemary Valeska

1.a. Introduction of New EDC Member Donna Milgram

Commission Member Wetzork welcomed and introduced Commission Member Milgram, who gave a brief overview of her resume.

2. MINUTES

2.a. Minutes of the Regular Meeting of July 17, 2008

Motion (Ryan), seconded, and unanimous (with abstentions by Dahlberg and Milgram) to approve the minutes of the Regular Meeting of July 17, 2008 as submitted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

Chairman Wetzork requested that Item 6.b. be called as the first item of New Business.

6. NEW BUSINESS

6. b. Endorse the Park Street North of Lincoln Strategic Plan

Mr. Fonstein recapped the agenda report included in the meeting packet, and then introduced Ian Wolfe Ross of The City Design Collective. A copy of the *Gateway District Strategic Plan* PowerPoint presentation is attached for reference. Following the presentation, Chairman Wetzork went around the dais and asked each Commission Member for questions and/or comments. Commission Member Zuppan had no comment. Commission Member Ryan had no comment. Commission Member Lindsey stated that she liked the archway concept. Commission Member Schmitz had land use questions. Mr. Ross discussed the advantages of the flexible zoning concept. Commission Member Dahlberg asked Mr. Ross to cite some examples of similar projects that he has been involved with. Mr. Ross noted projects in Albany, Brentwood, and Redwood City. Mr. Ross noted that the changes will happen incrementally. Alameda Marketplace is the anchor for the new Gateway District. Once the uses for the former Cavanaugh Motors and Toyota of Alameda “flip,” it will continue to drive the change. He encouraged the City to “set the stage” with streetscape improvements, as this will encourage investment in the area. Commission Member Milgram asked what type of yardstick was used to measure economic health. Mr. Ross cited examples of leakage studies done which indicate a high demand for apparel, accessories, and personal services. Commission Member Zuppan asked about the proposed land uses and what long term economic impacts they would have on the City. Mr. Ross stated that he did not have that information. He added that the City cannot replace the lost auto sales tax dollars; however, destination retail would be the best fit based on sales per square foot, as well as hotels and motels. The City will have to be creative to offset the lost auto sales tax dollars. Chairman Wetzork asked the EDC for its recommendation to City Council. Motion (Schmitz), seconded, and unanimous to endorse the approval of the plan.

6. a. Presentation Regarding the Fiscal Year 2007-08 Façade Grant Program

Sue G. Russell, Economic Development Coordinator for the City, recapped the agenda report provided in the meeting packet. A copy of the *City of Alameda Façade Grant Program Annual Review* PowerPoint presentation is attached for reference. Following the presentation, Commission Member Zuppan asked if there has been an impact on sales as a result of the Façade Grant Program. Ms. Russell stated that she had no hard figures to back that up; however, people want to come to a downtown that has been “spiffed up.” Ms. Russell thanked Chairman Wetzork for his years of service on the EDC. This item was presented for information, only; no EDC action was requested.

6. c. Nomination of Officers for 2008-09

Commission Member Dahlberg nominated Commission Member Zuppan as Chair. Seconded by Commission Member Lindsey. Commission Member Lindsey nominated Commission Member Schmitz for Chair. Commission Member Schmitz respectfully declined the nomination, citing work conflicts. There were no further nominations for Chair. Commission Member Schmitz nominated Commission Member Bonta as Vice Chair. Seconded by Commission Member Dahlberg. Chairman Wetzork stated that even though Commission Member Bonta was absent, he had previously spoken with him and Commission Member Bonta had stated that he would accept the nomination. There were no further nominations for Vice Chair. Commission Member Schmitz moved to close the nominations. Seconded by Commission Member Dahlberg. Motion passed unanimously. The formal election of officers is scheduled to be held at the September 18 Regular Meeting.

7. REPORTS

7.a. Oral Report: Commission Member Schmitz – EDC Representative to the Bicycle Plan Task Force

Commission Member Schmitz stated that there had been no activity and therefore had nothing to report.

7.b. Oral Report: Commission Member Schmitz – EDC Representative to the Alameda Point Advisory Task Force

Commission Member Schmitz stated that there had been no activity and therefore had nothing to report.

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

8.b. *Redevelopment – Building Better Communities*

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Mr. Fonstein reported that the retail space at the Cineplex had been leased to Angela's Bistro. The opening is planned for March 2009.
- The previous day, a grand opening celebration was held at the Buena Vista Commons affordable housing project site. Buena Vista Commons was a joint project of the City, Habitat for Humanity of the East Bay, and the Alameda Development Corporation.
- Mr. Fonstein addressed Commission Member Milgram's previous question regarding ways to quantitatively measure the health of a business district. Mr. Fonstein cited vacancy rates, lease rates, and quarterly sales tax reports. Sales tax can be measured by benchmark

quarters. Due to confidentiality restrictions, we cannot provide sales tax information for an individual business; however, it can be provided on a district basis.

- ABB/Concise Optical is now appearing on our sales tax reports. The sales tax that they are generating is comparable to a new auto dealership.

9.a. Acknowledgment of Gratitude to Chairman Wetzork for his eight years of service on the Economic Development Commission

Ms. Soto, Mr. Fonstein, and Ms. Valeska each thanked Chairman Wetzork for his dedicated service on the Economic Development Commission over the past eight eventful years.

10. ADJOURNMENT

The meeting was unanimously adjourned at 9:12 p.m.

Respectfully submitted,

Rosemary Valeska
EDC Recording Secretary

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